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Ten Years Of Gifts In Wills Insights That Should Change Your Supporter Engagement Activities

GIFTS IN WILLS

Bethan Hazell, Peter Mac

Sean Triner, Moceanic

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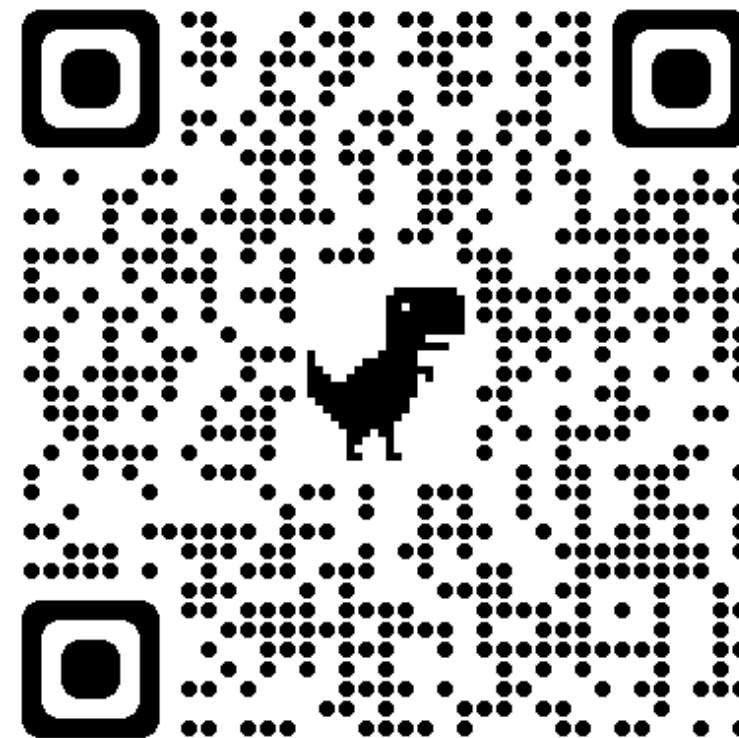
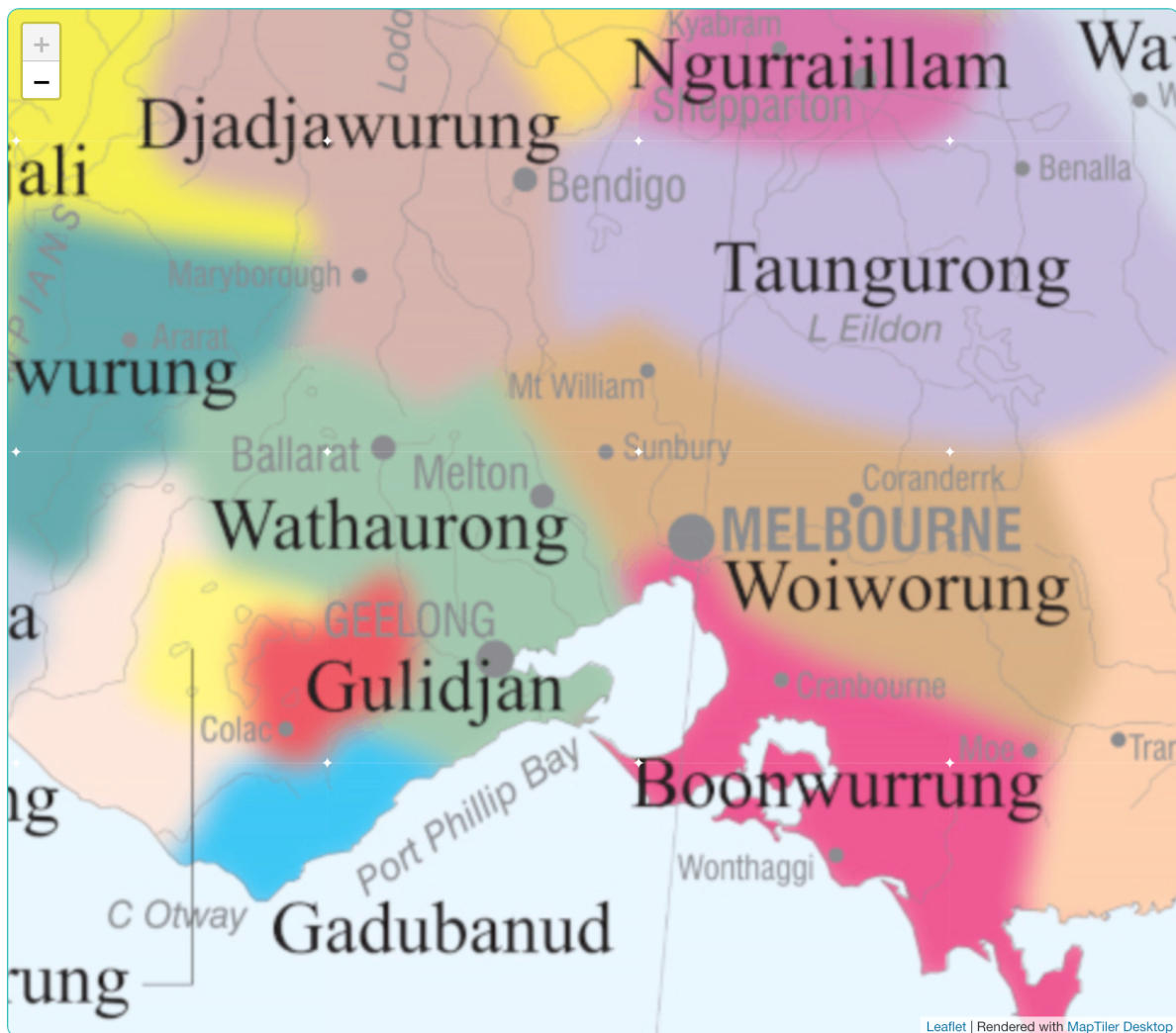
Ten Years Of Gifts In Wills Insights That Should Change Your Supporter Engagement Activities

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With Bethan Hazell & Sean Triner



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Introductions!

What do you do!?

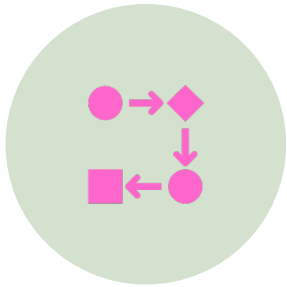
What do you want from today!?

LEGO **STAR WARS**
THE SKYWALKER SAGA

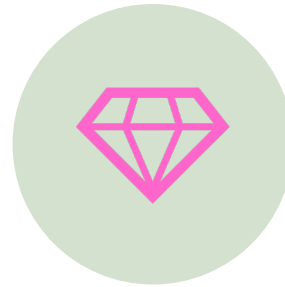
4K
60FPS



Things we hope you'll discover today



An essential, advanced, strategic and long-term approach to finding new lovely donors



In short: The stunning truth about the real value of your newly acquired donors



Why we may be measuring acquisition results incorrectly, and what to do about it



Immediately applicable and (practically free) tips to make your gifts in wills fundraising fly

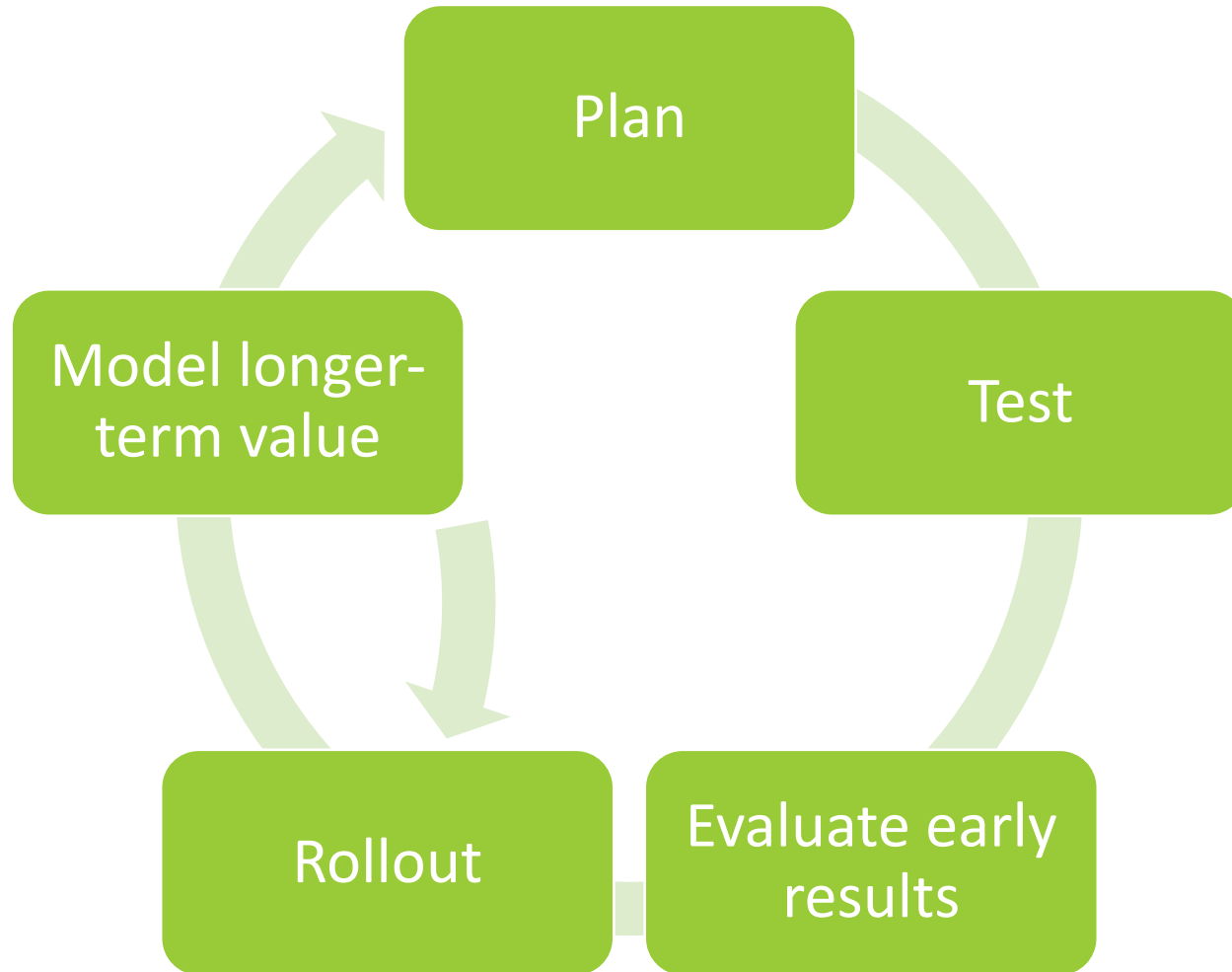
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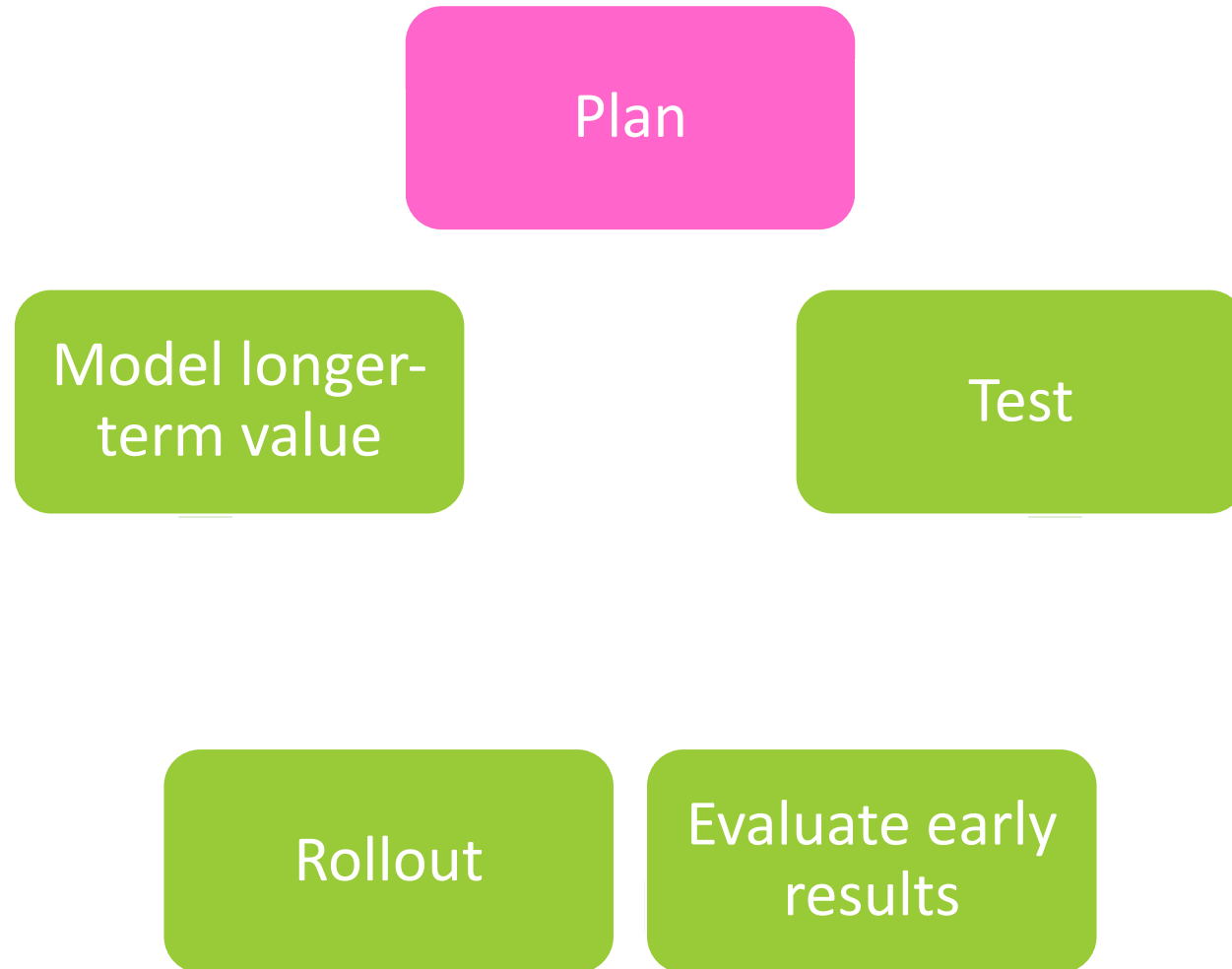
The Acquisition Cycle

Simplified...

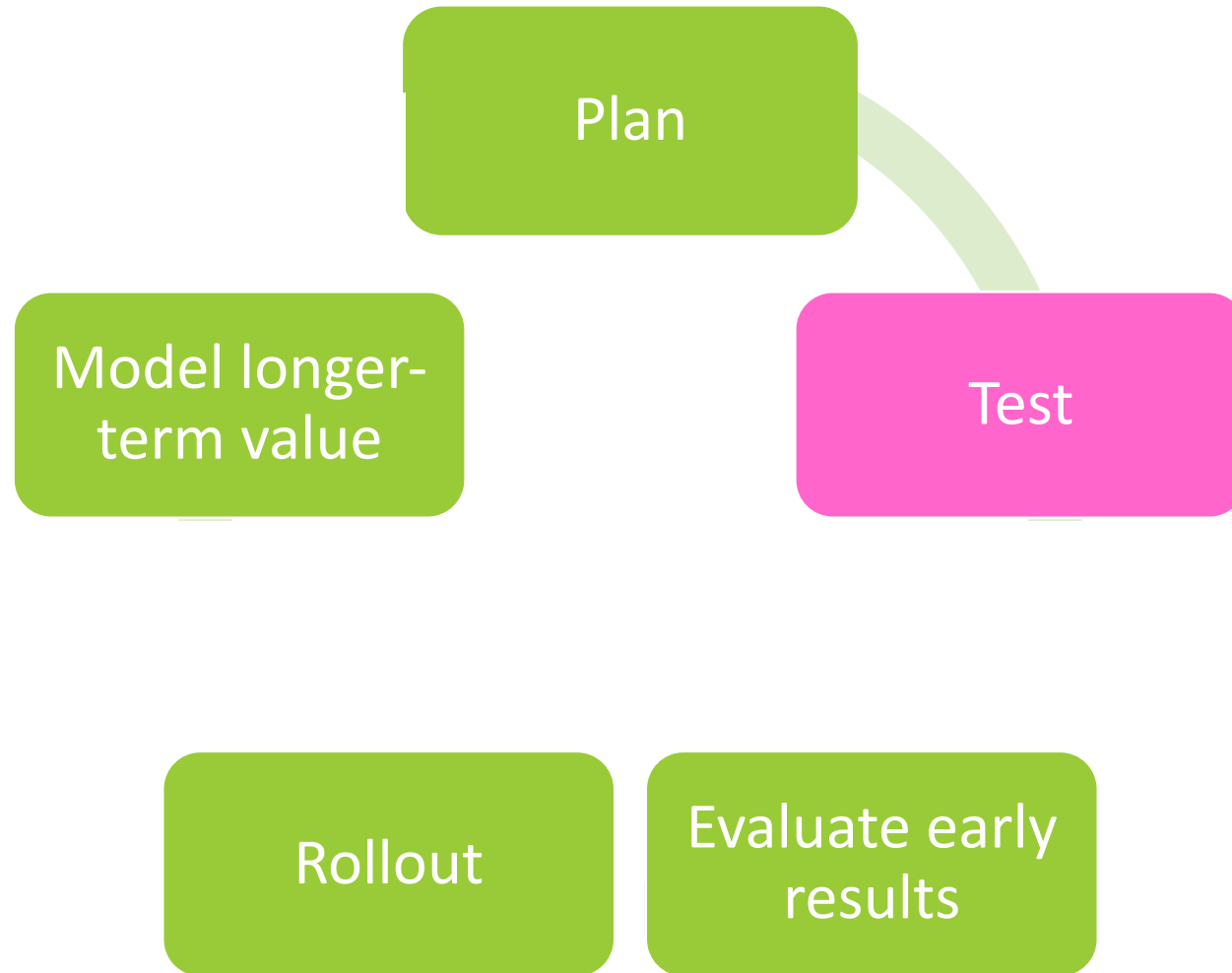
The donor acquisition 'cycle'



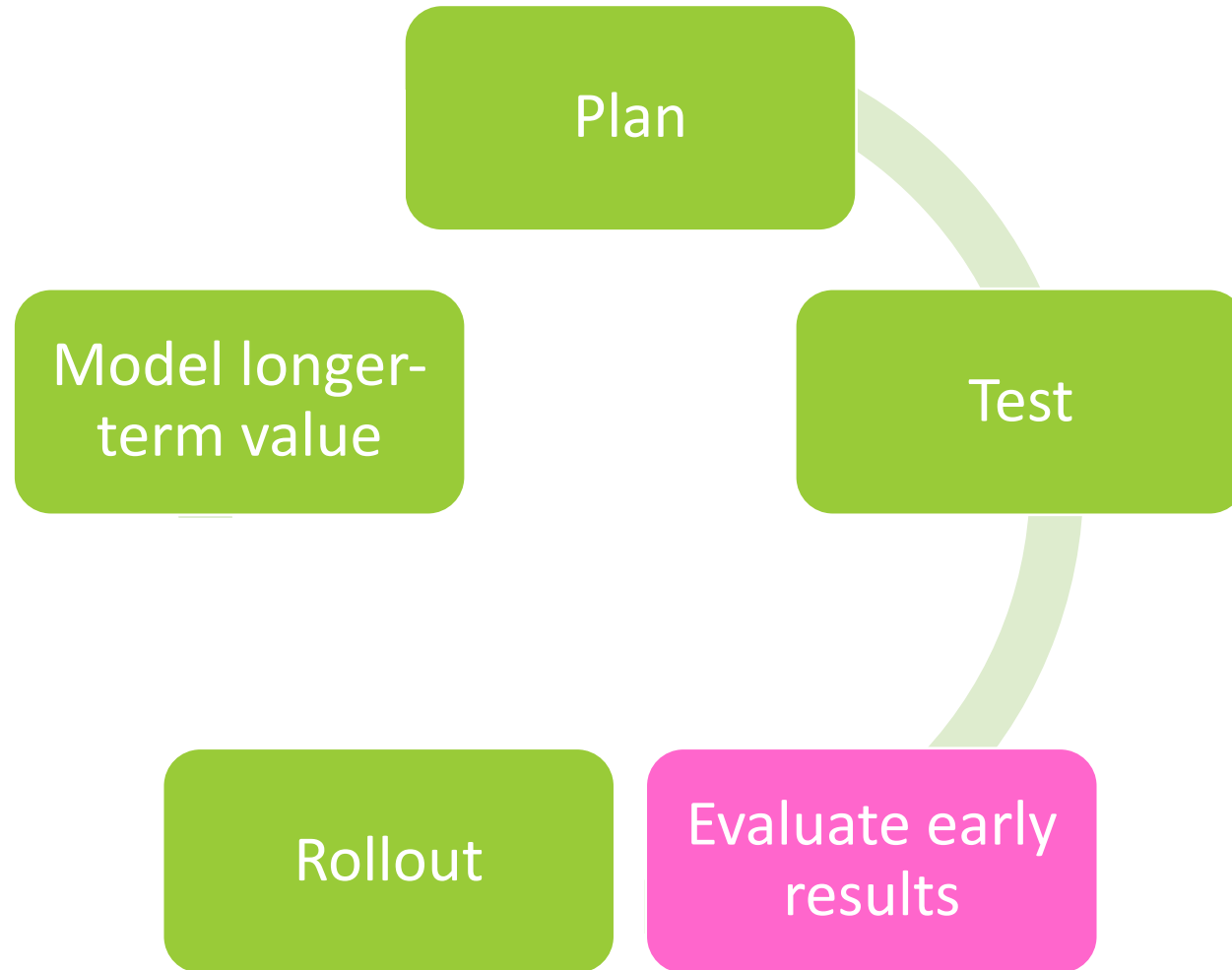
The donor acquisition 'cycle'



The donor acquisition 'cycle'



The donor acquisition 'cycle'



Evaluate early results

ROI: Return on Investment
 $\text{Income} \div \text{Cost}$

One off donors ('responsive donors')

- Costs/income
- >0.6 positive indicator

Short term ROI

- Add on second gift contributions and monthly donor estimates

Monthly donors

- Model break even period
- Short term reassessment
- Based on three-month attrition

One off donor early results...

Above 1.0

- Party time!
- Get more budget now!

0.6 – 1.0

- Very good
- Will likely break even 12-18 months

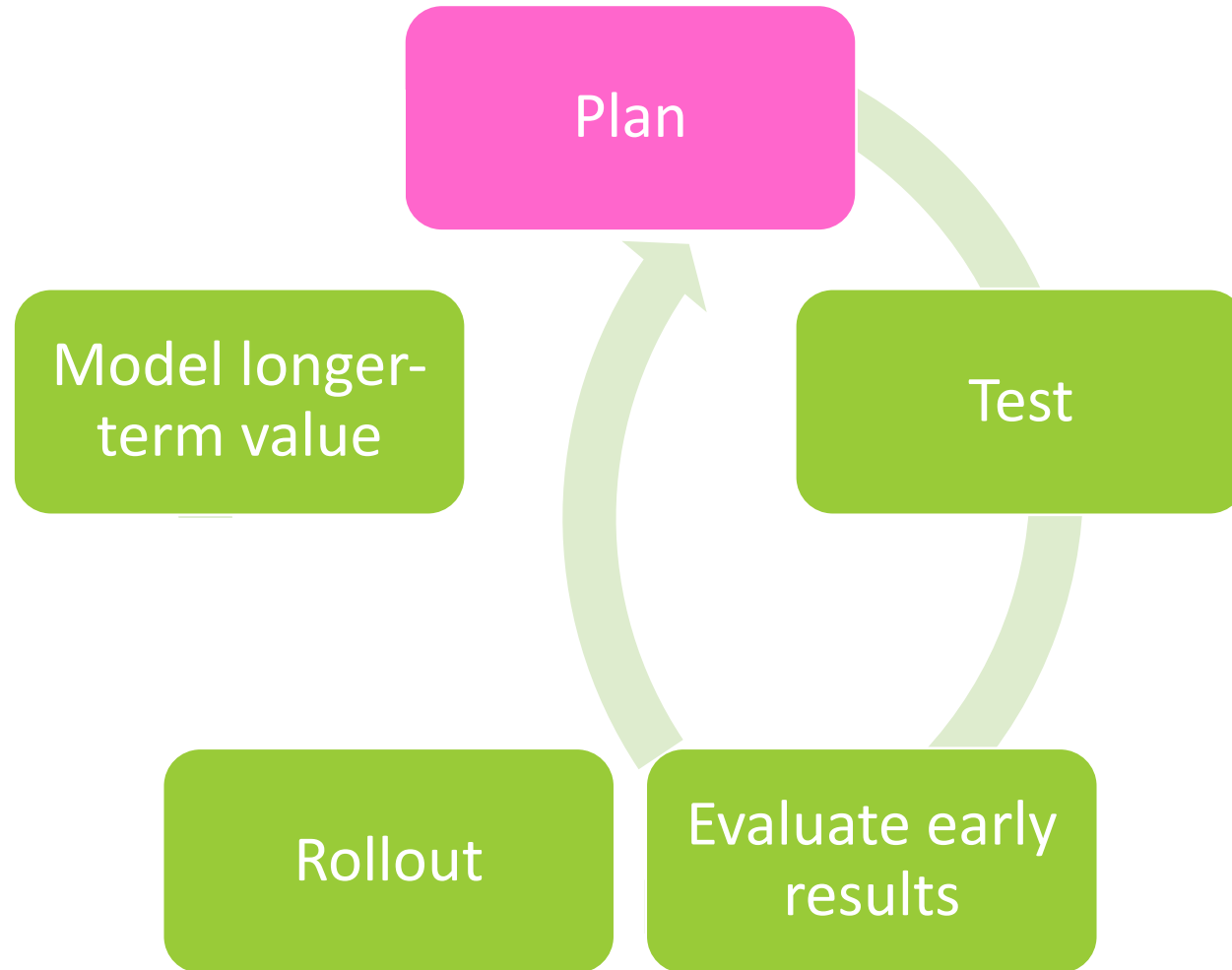
0.4 - 0.6

- Could be worth testing some more
- Should break even 18-36 months, caution

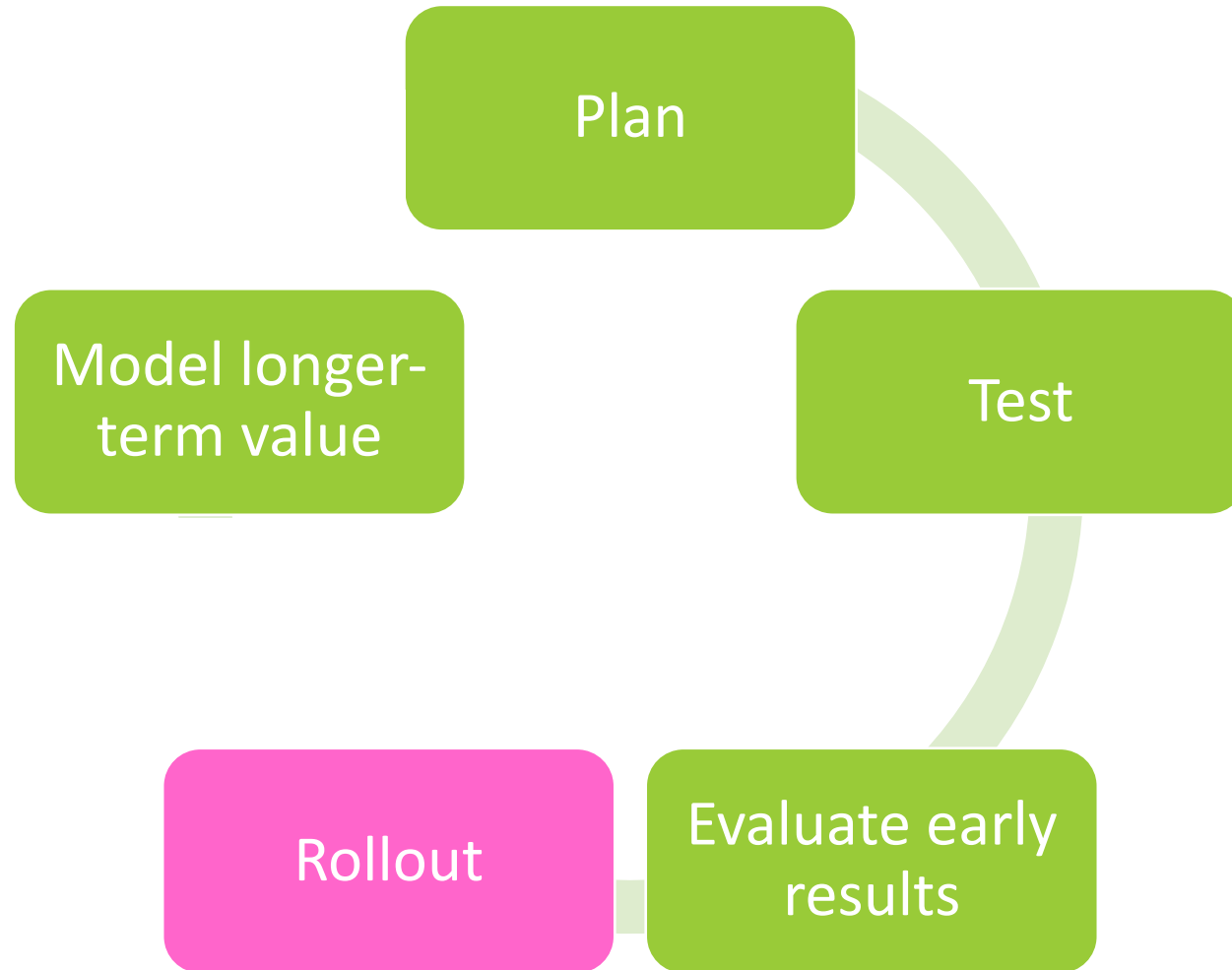
<0.4

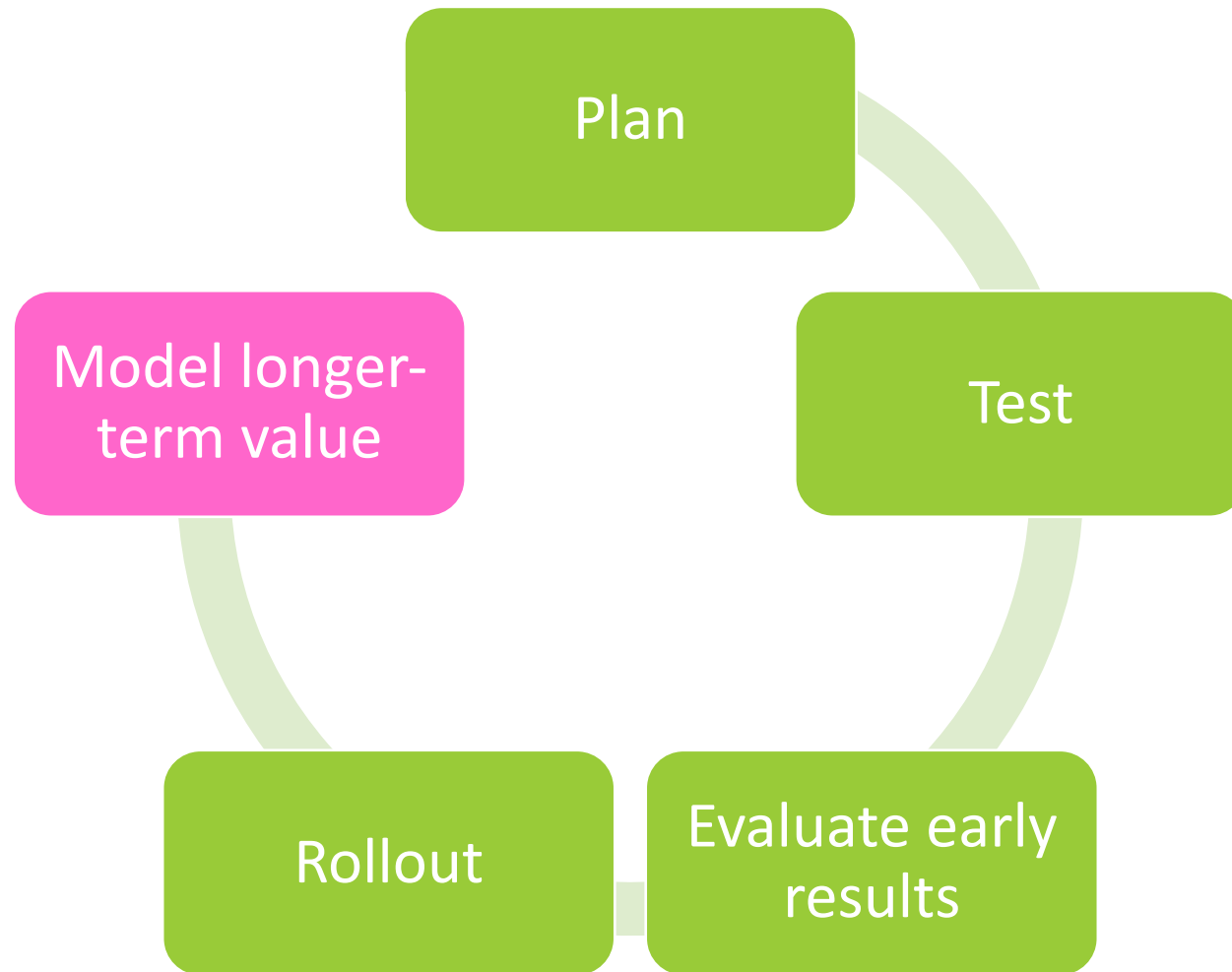
- Test different approaches, if you can afford it
- Would need GREAT bequest program to recover costs

Sometimes early results not good...



... but if they are we do it again!





Model longer-term value

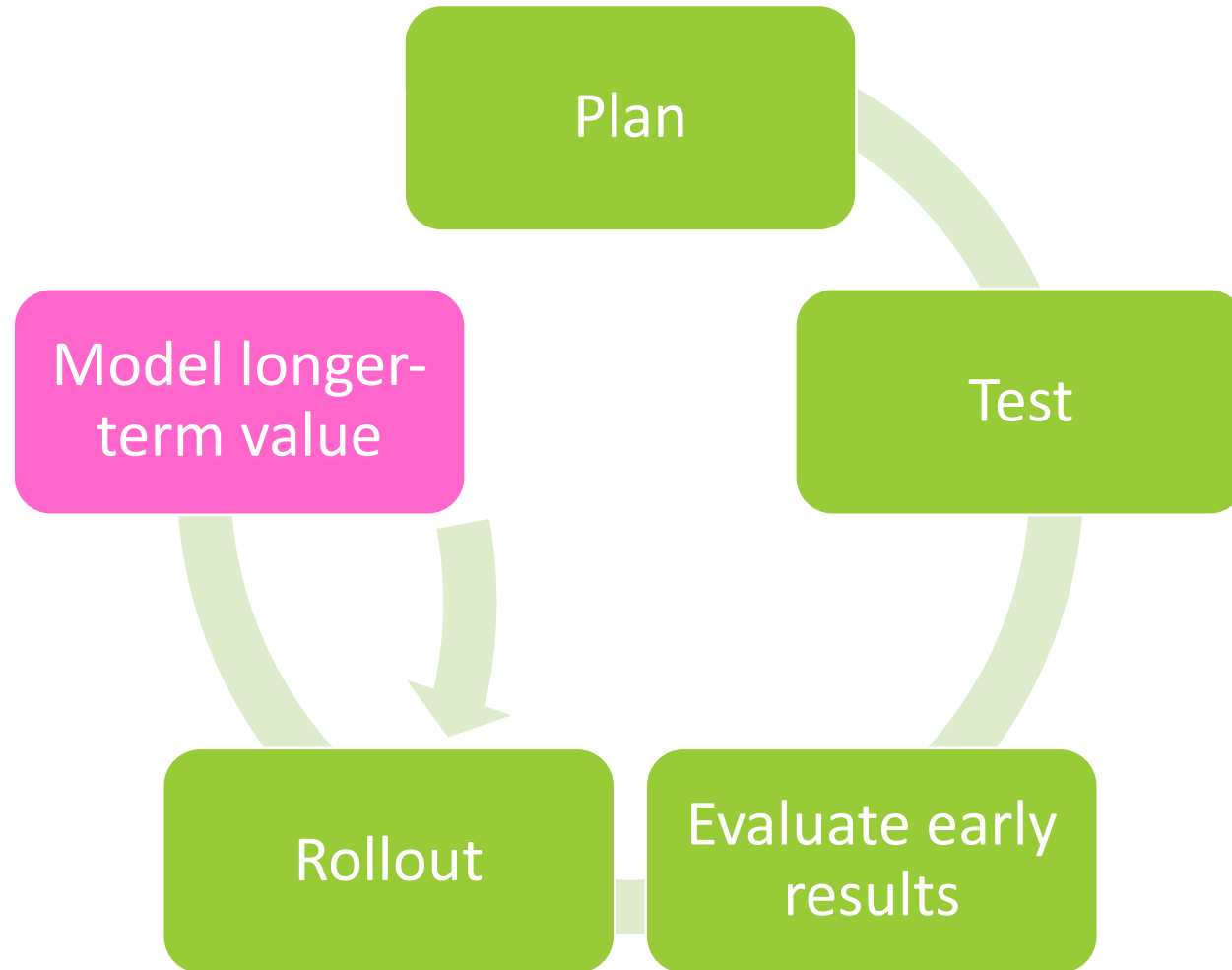
One off donors ('responsive donors')

- Costs/income
- >2.0 positive indicator
- Based on second gift contributions and monthly donor estimates

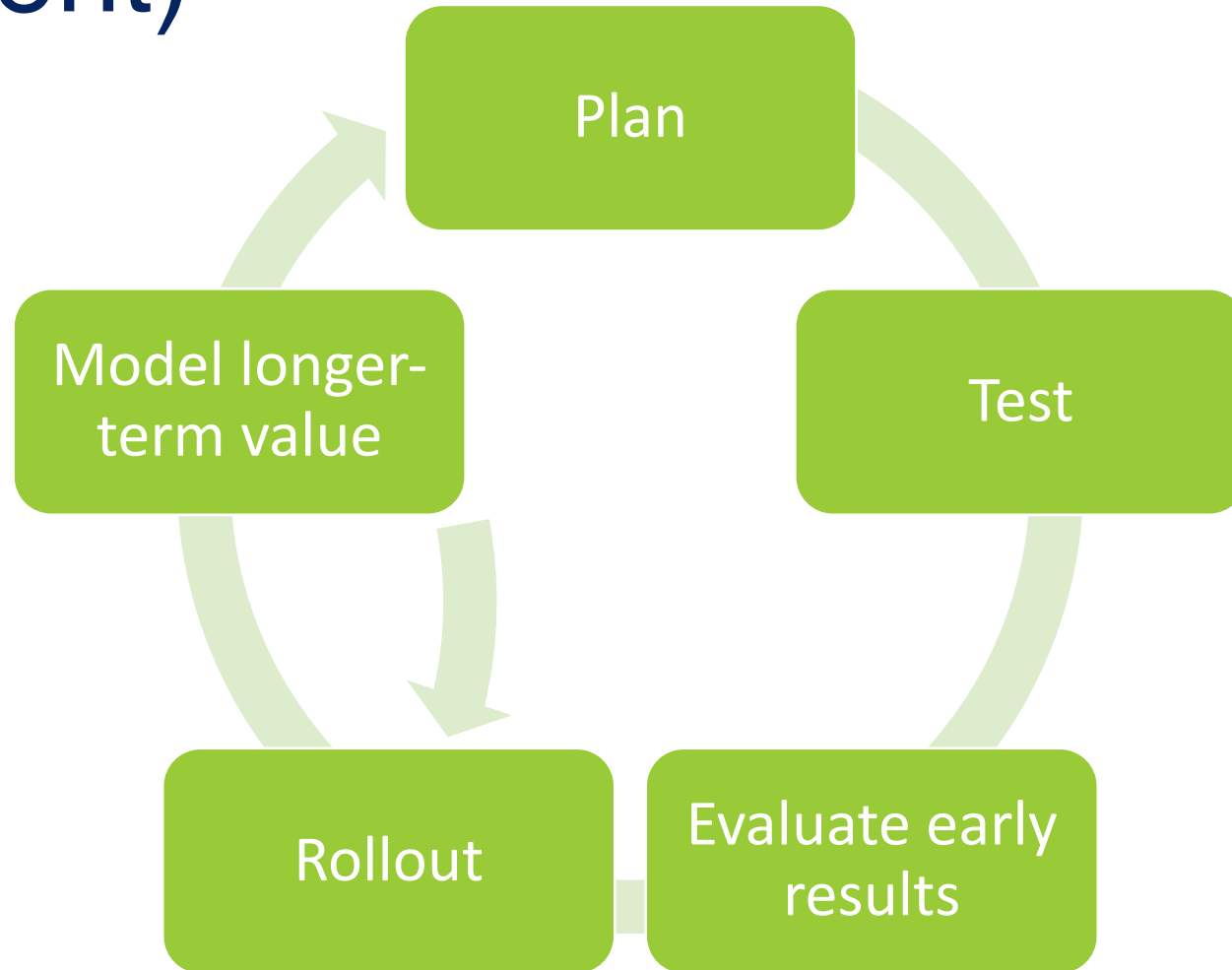
Monthly donors

- >2.0 positive indicator

If good, we do some rollout...



And work out our next tests (never being complacent)





The stunning truth about the real value of your newly acquired donors

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60FPS





The stunning truth about the real value of your newly acquired donors

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Data time!

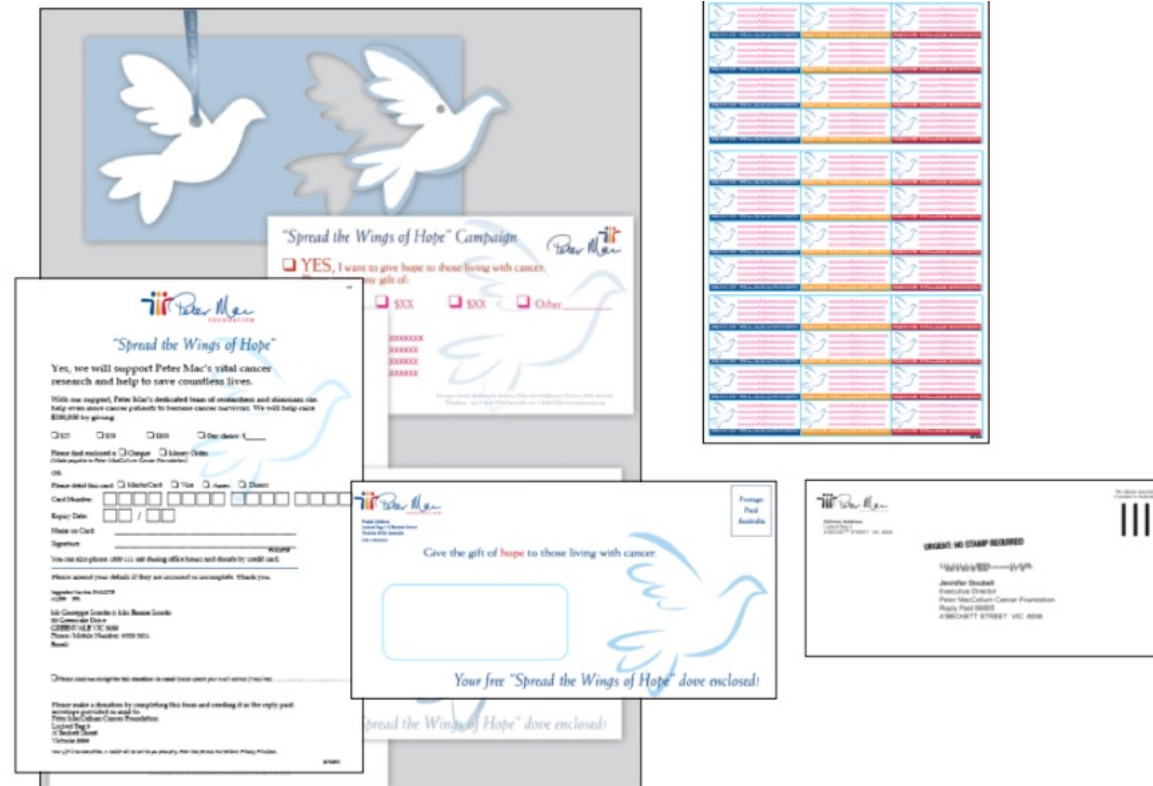


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Flashback: December 2009



Acquisition results: immediate

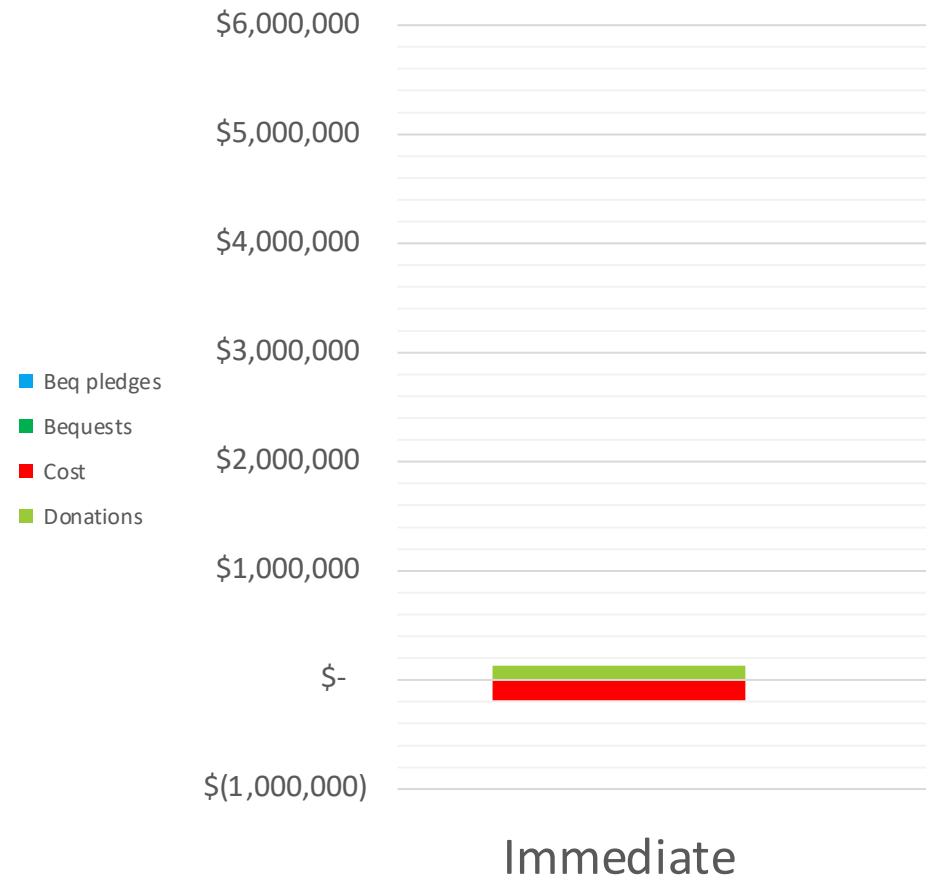
- Cost \$188,147
- Donation income \$129,822
- New donors 2,908
- Immediate ROI (early results) 0.69...
- ... Good result! Let's rollout and plan for next mailing, but...
- ... also evaluate second gifts and monthly income

Acquisition results: as time goes on

- Of the 2,908 who gave \$129,822
- 1,306 (49%) gave a second gift in year 1
- Donation income after 12 years (Sep '22) was \$1,286,567 at a total cost of just \$356,940

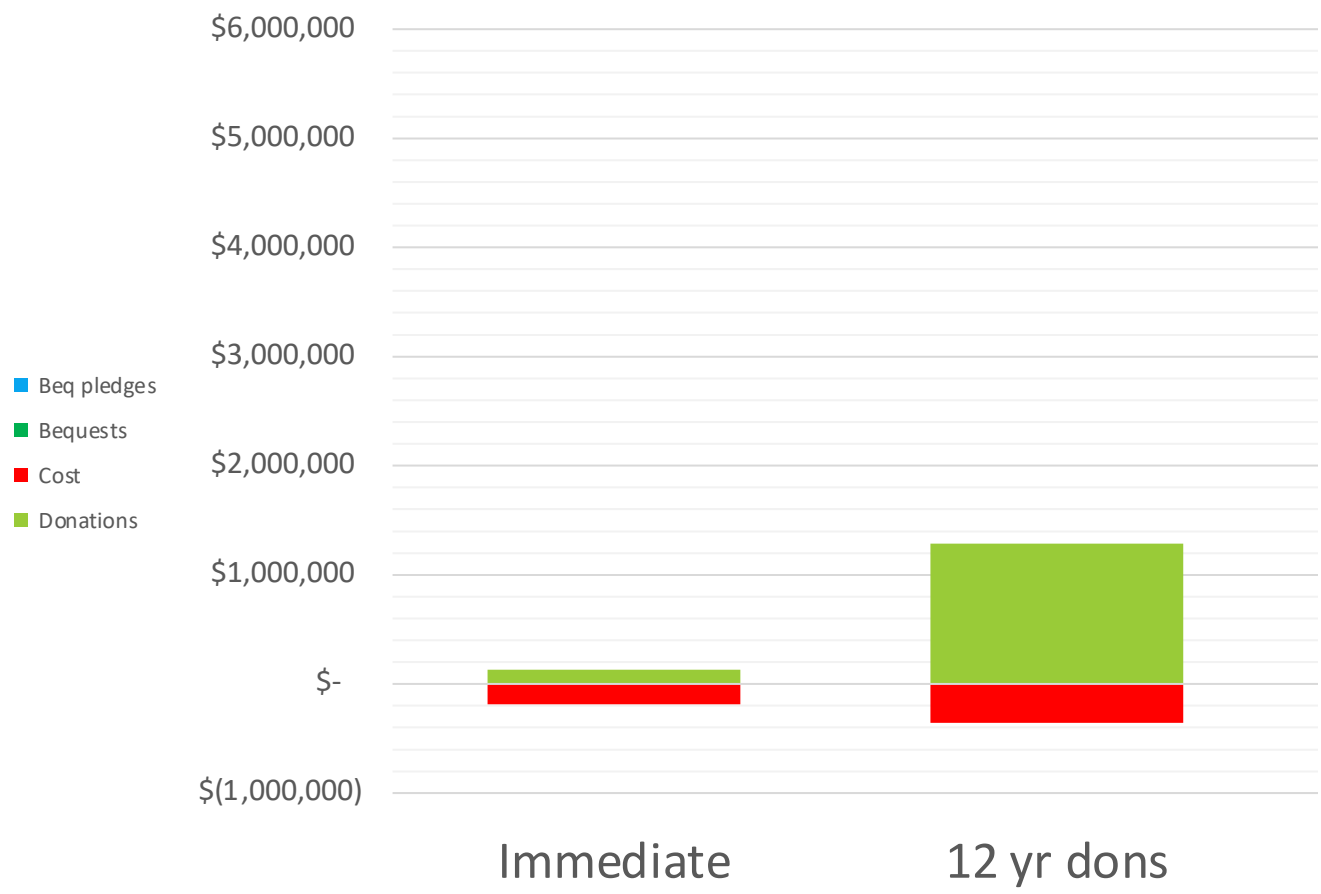
**Donation income = appeal gifts, monthly gifts, mid and major donations etc*

Popping that into a chart...



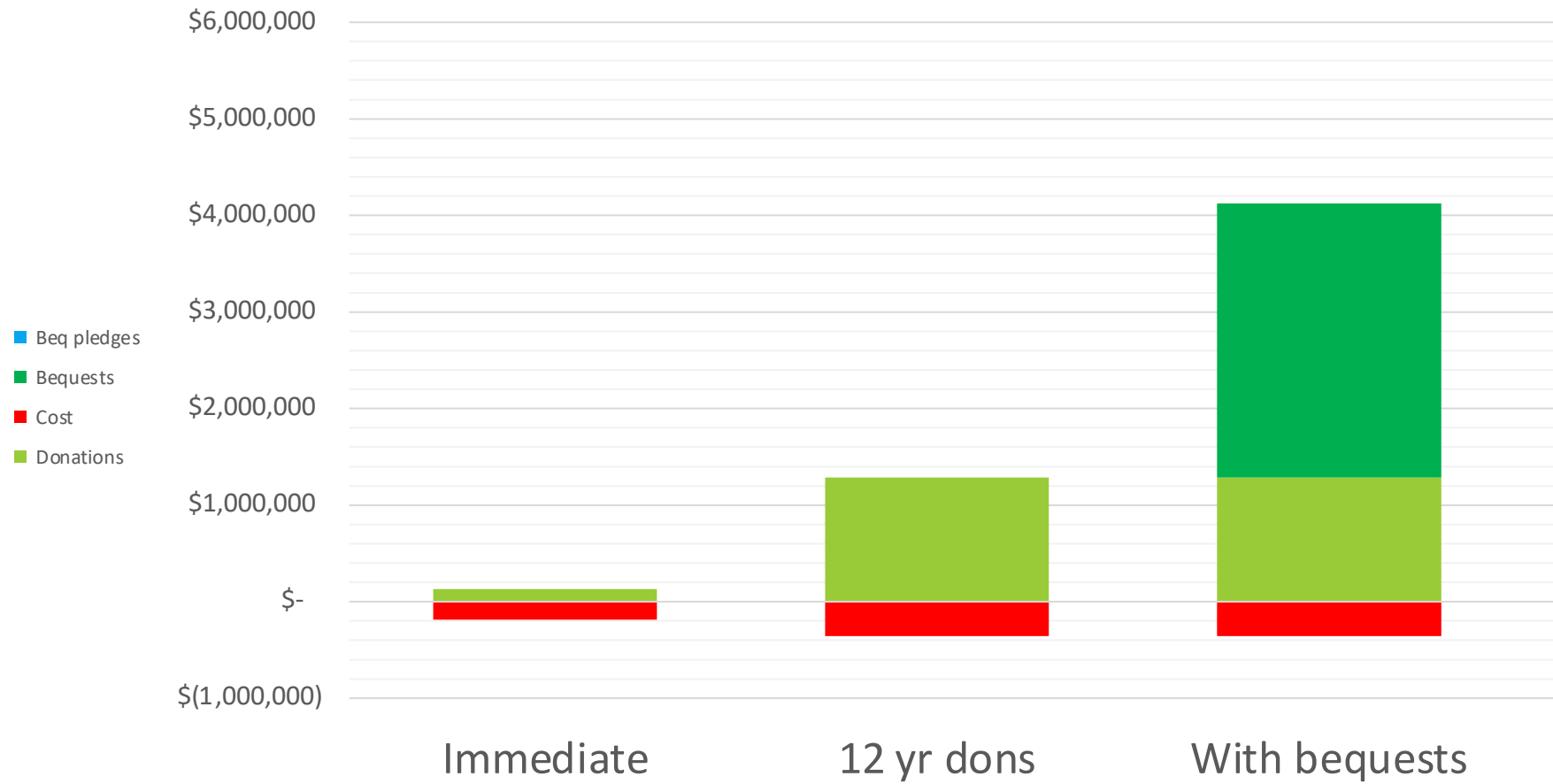
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After 12 years...



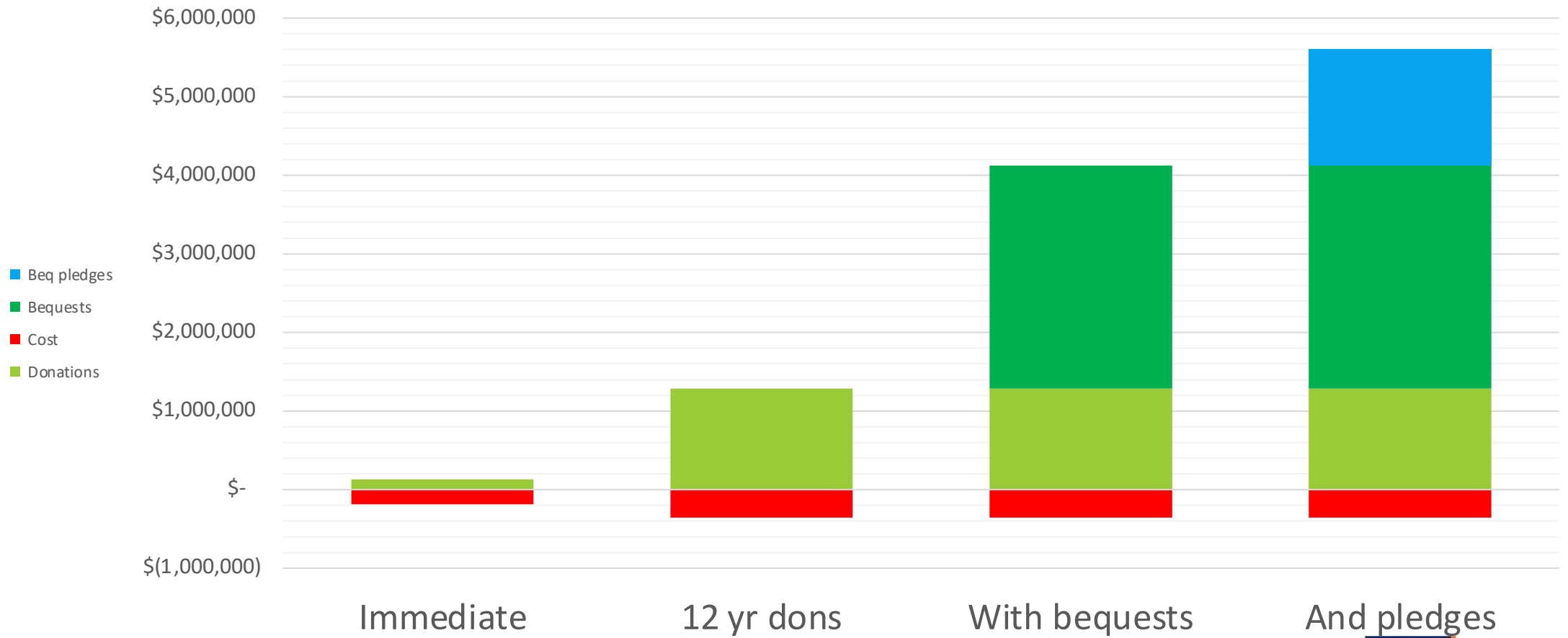
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Add in realised bequests



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And bequest pledges (conservative estimate)

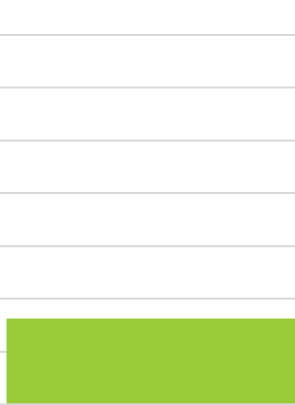


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Star Wars Franchise to 2016

\$80,000,000,000
\$70,000,000,000
\$60,000,000,000
\$50,000,000,000
\$40,000,000,000
\$30,000,000,000
\$20,000,000,000
\$10,000,000,000
\$0



Movies and TV



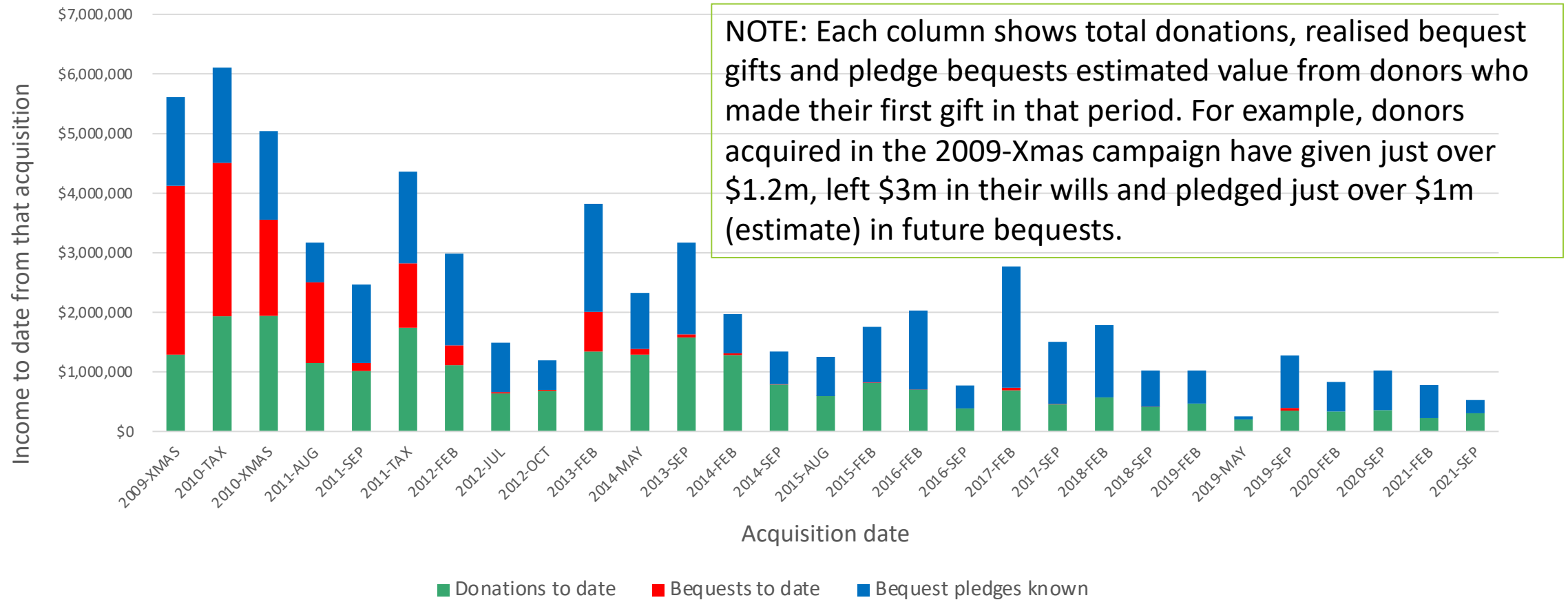
With Merchandise



With games & books

Xmas 2009 wasn't a one off...

Twelve years of data



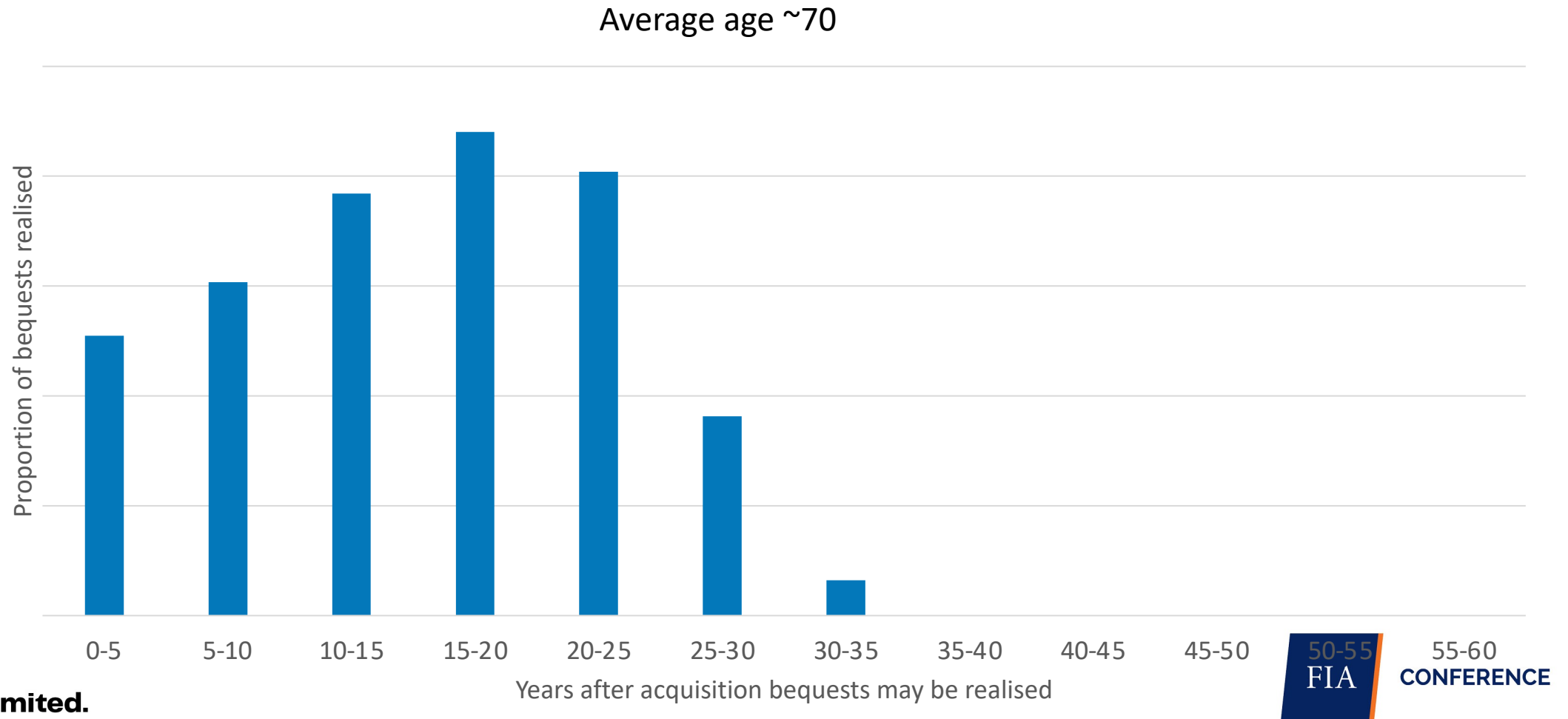
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But, not all donors are created
... the same year

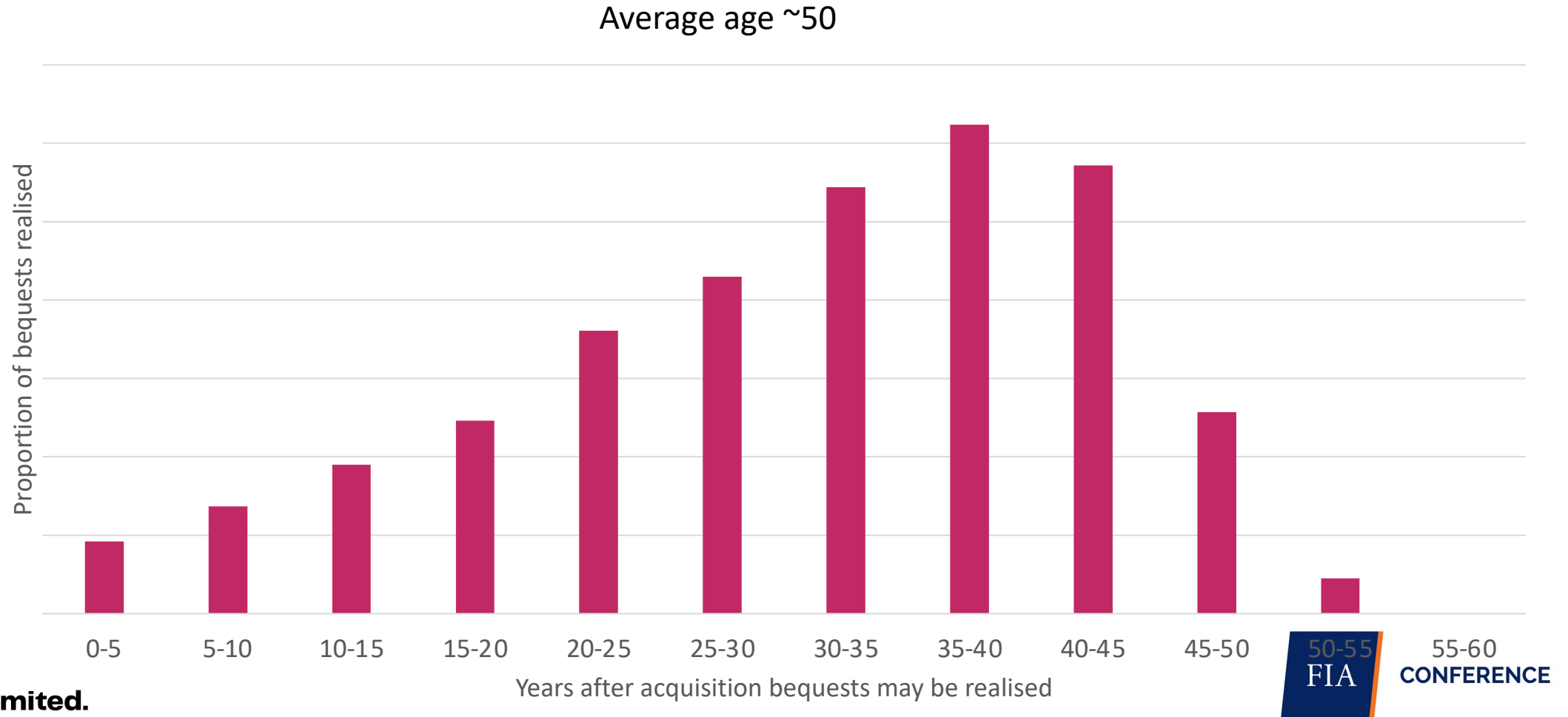
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Bequests from mail acquired donors



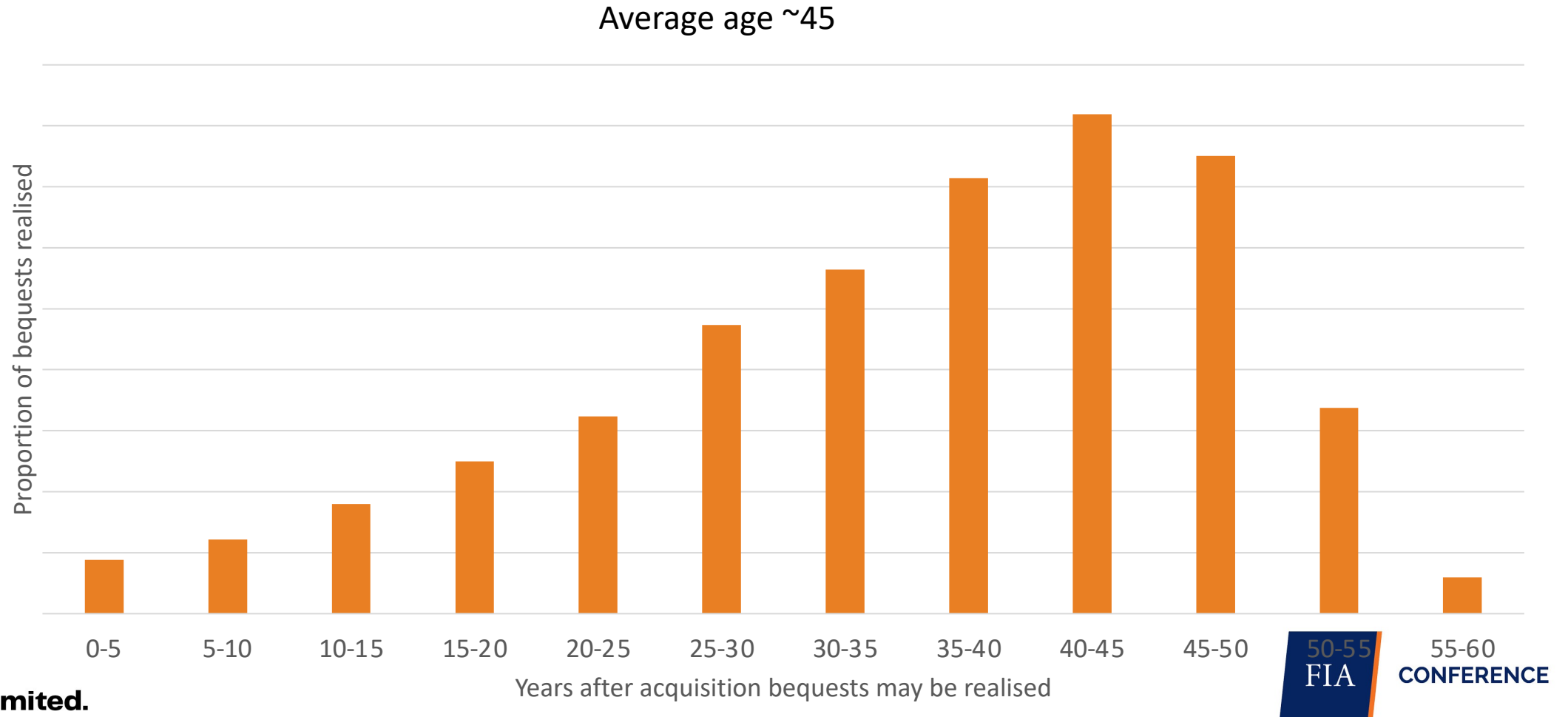
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Bequests from digital acquired donors



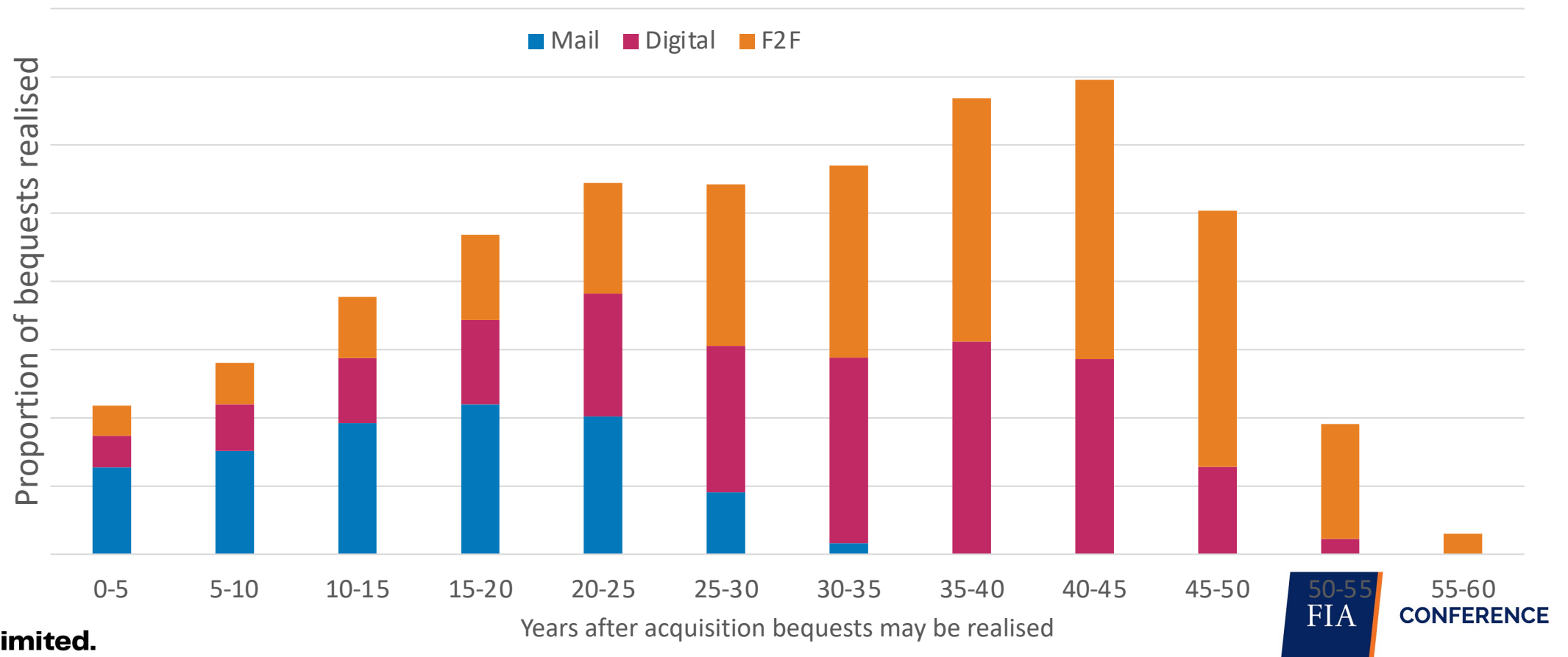
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Bequests from F2F acquired donors



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A balanced portfolio's bequest pipeline



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Finding more lovely donors is MORE valuable than you thought!

- Acquisition often takes more than two years to recover costs
 - Bequests won't help this much 😞
- This can impact your short-term cash flow – you'll probably be in the red
- But bequest income is the long-term value gamechanger! 😊
- Bequest income from the donor file can (should) be more than the total of all other donations! 😊

This fact revolutionises your acquisition strategy!

A new data bombshell...



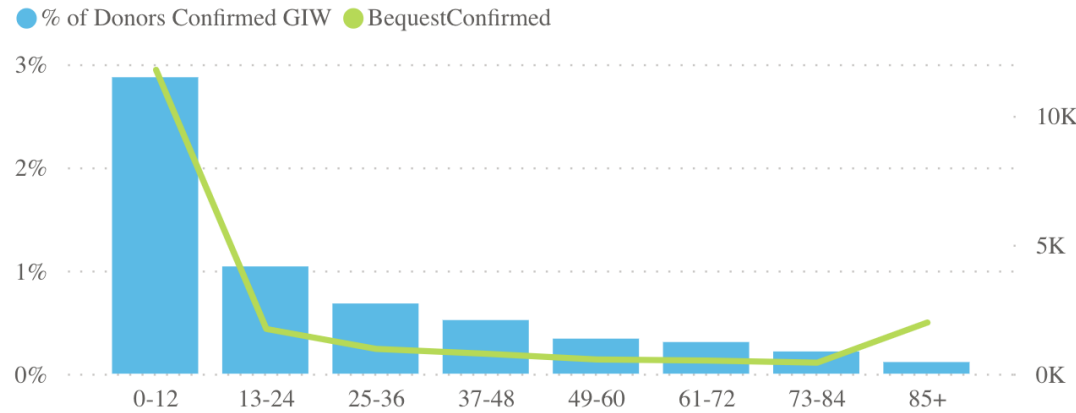
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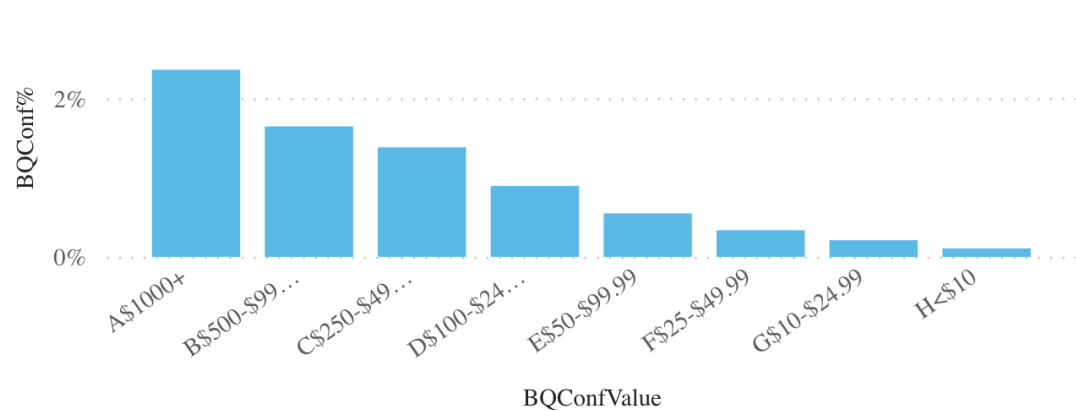
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Who and when are people most likely to mention you in their will.

% of Donors Confirmed GIW - Recency at time



% of Donors Confirmed GIW - Value at time



These charts tell us that people are more likely to put your cause in their will when:

- They have recently given
- Have made a large gift



Thanks to

The Benchmarking Project

<https://www.benchmarkingproject.org>

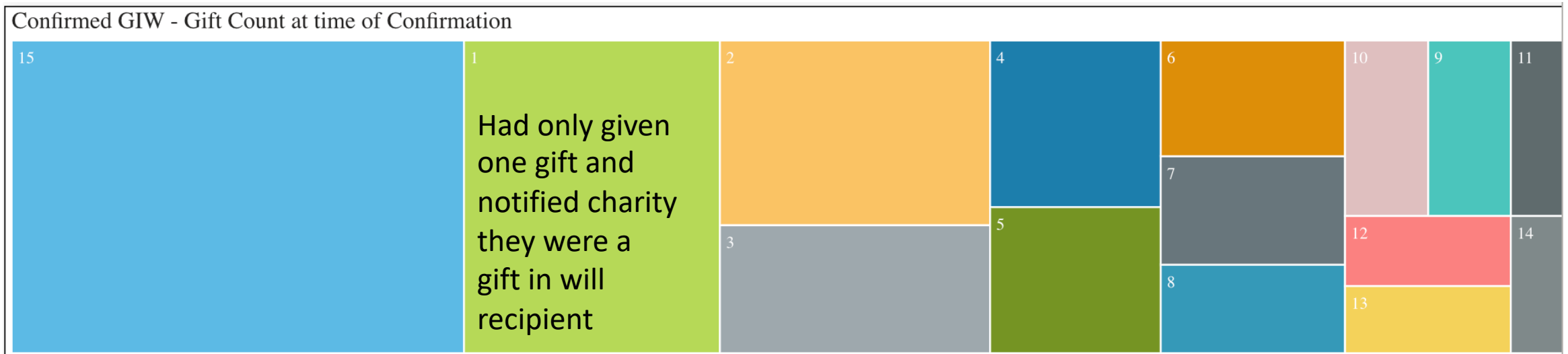
admin@benchmarkingproject.org

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No one knew this before...



Despite most fundraisers usually waiting for 'loyalty' confirmation before asking about GIW, many people actually put a charity in their will after just one gift!

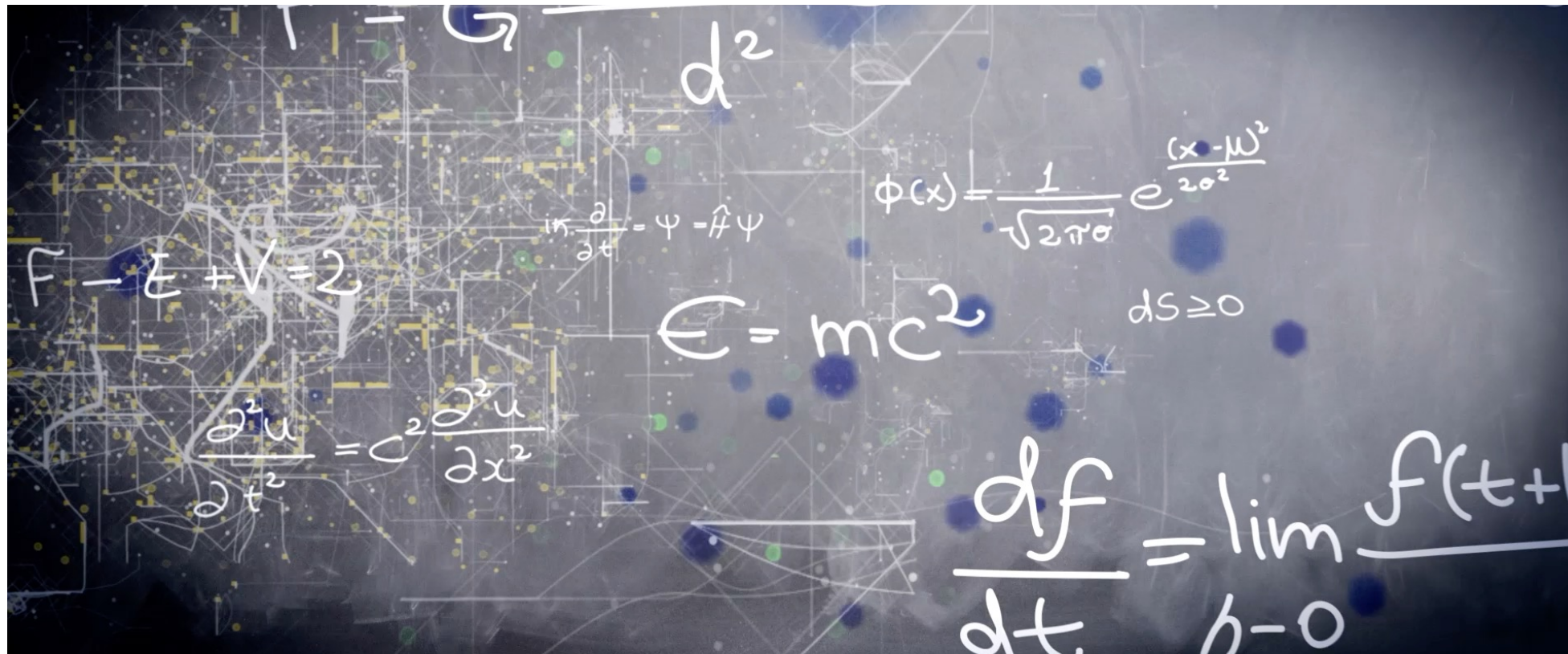
Bequest conversations should start SOON after acquisition, and not restricted to multi givers.

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Who's most likely to mention you in their will, and when

To prioritise who to contact first (for example, with phone calls)

- Higher value givers – especially those who gave more than average at time of acquisition
- But still include people who have only just started giving to you in surveys!
 - For many, putting you in their will may be the only thing they ever do again!
- Reminder: supporter connection survey in the welcome cycle



Summary of those lovely numbers*

* All that data represents REAL, beautiful wonderful people donating because they LOVE!

This SHATTERS traditional acquisition planning!



If the charity has a good bequest / legacy / gift in will program, then...



The real value of getting new donors comes *after* our usual acquisition assessment modelling

Quick summary...

When evaluating any acquisition

- A good bequest program can double the lifetime value of donors
- Bequests are realised sooner from older people
 - Direct mail acquisition is not as good as it used to be (rising costs, declining responses) but with a good bequest program, it will be quickest to realise bequests
 - I strongly urge you to investigate direct mail acquisition - if your cash flow can handle it
- Younger donors brought on board will begin to realise bequests sooner than you think

Immediately applicable and (practically free to do) tips to make your gifts in wills fundraising fly



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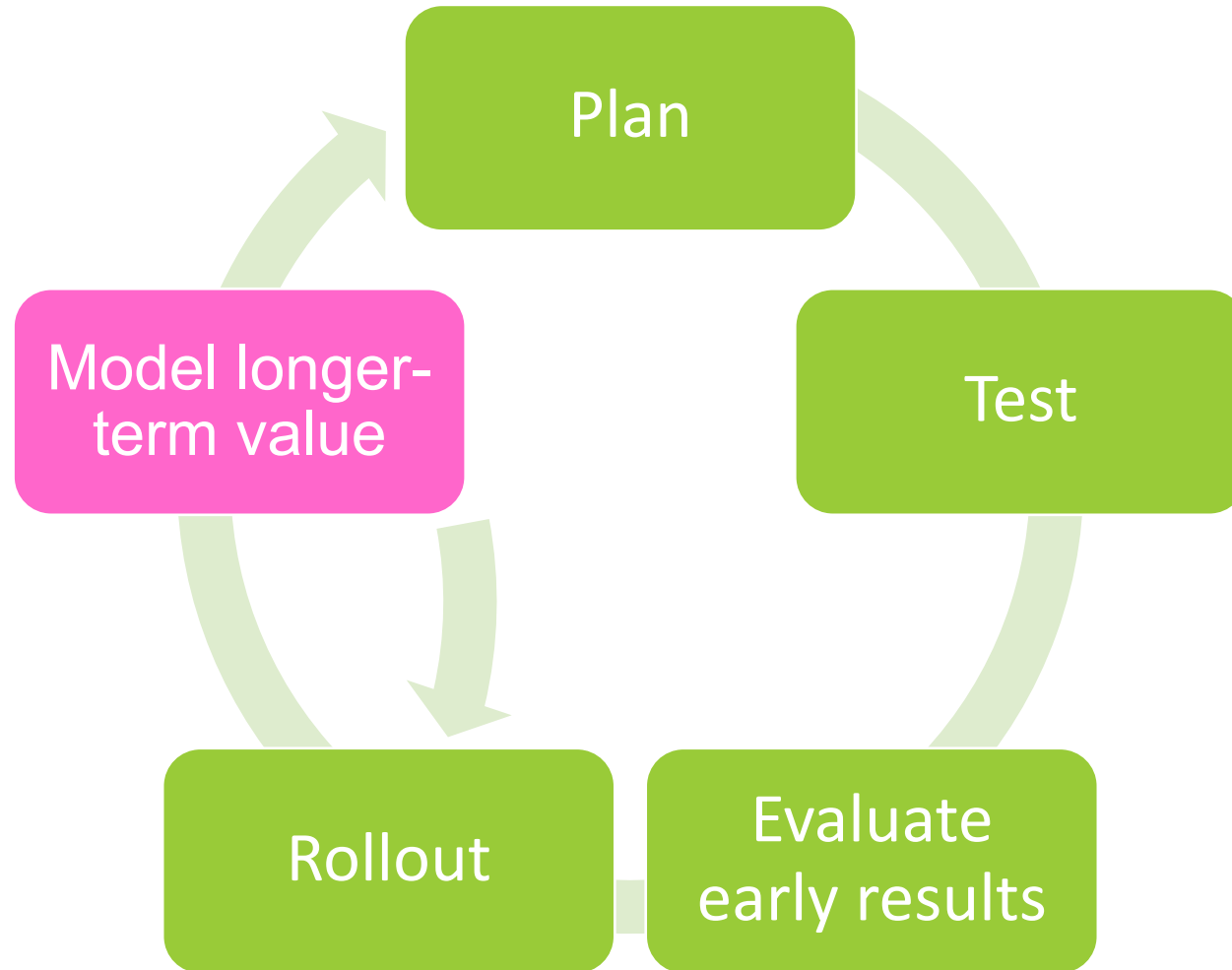
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1. You need a bequest program soon after acquisition

- Complete the Moceanic Acquisition Workshops
- Complete the Moceanic bequest course
- Complete the Moceanic Supporter Connection Survey course
 - AND send survey to all new donors as part of welcome journey
 - AND make sure, by hook or by crook, you send the survey every year!

2. DM people should involve GIW people in planning



3. Prioritise leads - you have limited resources

- Send a survey in donor welcome journey
- Start with people more likely to be older
- Soon after acquisition is great
- People who donate above average from the beginning more likely to be bequestors

4. If you make calls to donors for any reason

- GIW people – look at **all** calls outbound and inbound... make friends with whoever manages them!
- Ask callers to log information about age
 - For example, if someone says “I’m retired/pensioner/too old...”
- Ask people a couple of questions after phone sales pitch (win or lose) – it is worth the extra time
 - “We’re doing an ongoing survey on how people support charity. Have you ever included a gift in your will to a charity...?”

5. If you do lead conversion acquisition (phone)...

Imagine...

- 1000 leads called. Average age 47. With maybe 100 people aged 65+
- 50 become monthly givers, 10 single gift.
- 940 go into leads pile for later.
- BUT how about if we improve data capture?
- Value of THOSE leads could outweigh the value of the monthly donors, revolutionising the model and the whole way we do biz... BOOM!
- These are new audiences, evaluate carefully and don't waste money

Bonus: Not a cheap tip but... bequests are SO valuable (long-term!)

Consider targeted F2F, DRTV, online, mail lead generation for bequests if you have people to follow them up!



Try pushing to Online Will making sites...

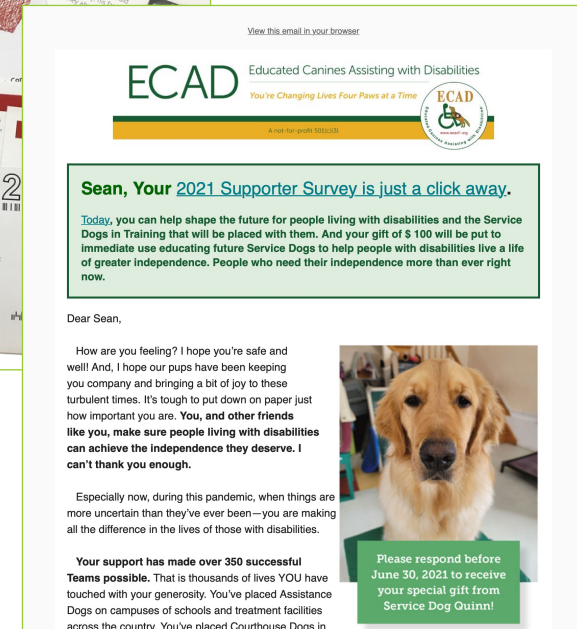
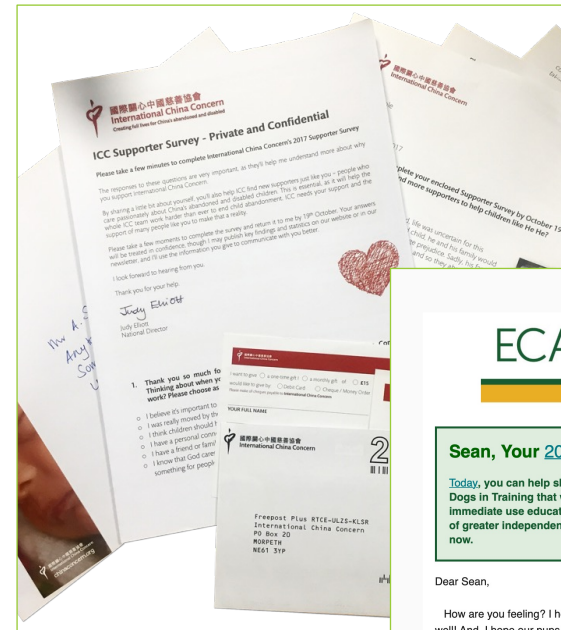
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Finally: if you only do one thing as a consequence of today...

- Send your supporter connection survey to all new donors in the welcome process (1-10 weeks after first gift)

OK, two things...

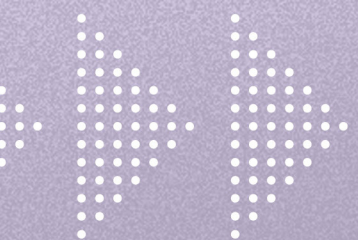
- And then send your supporter connection survey to ALL donors every year without fail!



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Thank you

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